Directorate of Online Education

INTERNAL ASSIGNMENT SET-II

**SESSION FEB/MAR 2021**

**PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION**

**SEMESTER I**

**COURSE CODE & NAME DBB1101- COMMUNICATION AND PERSONALITY**

**DEVELOPMENT**

**CREDITS 4**

**NUMBER OF ASSIGNMENTS,**

**CREDITS & MARKS 02**

**4 Credits, 30 Marks each**

**Question 1 What are Meetings? Explain how meetings are conducted.**

**Answer 1.**

A meeting is a coming together of (generally) three or more people to exchange information in a planned manner and discuss issues set out before them to arrive at decisions, solve problems, etc.

A meeting can be formal or informal. As regards a formal meeting there is set rules for convening it and conducting it, with a written record of its proceedings. It requires a notice

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**Question 2 Explain the Principles of writing business letters.**

**Answer 2.**

Writing an effective business letter is an important skill no matter what type of job you hold. Although business communications have become much more casual with the advent of the internet and email, there are still times when a formal letter is required. Understanding the basics of business letter writing can help you ensure that

**Question 3 Define Leadership and discuss various Leadership Styles.**

**Answer 3.**

**L**eadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization.

Leadership involves making sound -- and sometimes difficult -- decisions, creating and articulating a clear vision, establishing achievable goals and providing followers with the knowledge and tools